

**DIGITAL DESTINATION ITALY: THE OSCARS OF TOURISM RETURN,
AWARDED TO THE BEST ITALIAN DESTINATIONS**

The Data Appeal Company, part of the Almaxwave Group, will attend the TTG Travel Experience in Rimini on October 11, with a focus on overtourism and sustainability

Three new awards make their debut this year: the *Secondary City Award*, the *VISA - Cashless Destination Special Award* and the *Smart Destination Special Award* presented by Almaxwave

The “2023 All Italy Data” Report, The Data Appeal Company’s survey on the current tourism situation and the sector’s prospects, will be presented at the event, which is sponsored by Almaxviva

Rimini, October 6, 2023 - The Oscars of tourism, the “*Italia Destinazione Digitale*” awards given by The Data Appeal Company, part of the Almaxwave Group, are back as part of Italy's benchmark event to promote global tourism, the TTG Travel Experience 2023, to be held in Rimini between October 11-13, 2023.

Nine awards are given to as many destinations which, over the past year, have set themselves apart in the eyes of visitors in terms of the online perception of what they offer tourists and the quality of hospitality, services and overall experience. The event will also be an opportunity to analyze the current state of Italian tourism supply, with a particular focus on issues including touristic overcrowding, sustainability and new growth prospects in real estate.

Awards are given based on analysis of millions of data points from content posted online, relating to thousands of points of interest throughout Italy: accommodation, bars and restaurants, attractions, and short term rentals. Rankings are developed for each award on the basis of data, comments and reviews collected online and analyzed by The Data Appeal Company - Almaxwave Group’s algorithms and Artificial Intelligence, using the company’s proprietary indexes.

“The analysis offers a complete and detailed picture, an authentic snapshot of the industry at the national level. The AI-processed data reflects how tourists experience and perceive tourism in the Bel Paese, making it a valuable tool in directing choices, predicting flows, measuring attractiveness and making effective decisions,” says Mirko Lalli, CEO & Founder of The Data Appeal Company and Chief Group Digital Strategy Officer at Almaxwave.

The event is now in its eighth year and is scheduled for **Wednesday, October 11, beginning at 3.30PM, at the Global Village Arena in Rimini (Hall A2)**. The event will be presented by Mirko Lalli alongside Mario Romanelli, Sales Director Italy, and Giovanna Manzi, an industry expert, previously CEO of Best Western Italy and now part of The Data Appeal Company's Board of Directors. The three experts will discuss the topic of "Smart tourism vs. Overtourism."

This year's award categories are:

- *Destination with the best reputation award*
- *Destination with the best food and wine range award*
- *Destination Sustainability Index Award*
- *Inclusivity Index Award*
- *Secondary City Award*
- *Most popular destination for foreigners award*
- *Most popular European destination for Italians award*
- *Smart Destination Special Award*
- *VISA - Cashless Destination Special Award*

This edition will see three new prizes awarded, in addition to the now traditional Oscars. The first, called the *Secondary City Award*, recognizes an urban center that is smaller than the country's major metropolises, yet plays a significant economic, cultural and social role. This category covers cities with a high potential for investment in real estate for tourism, and which could become significant players within Italian tourism. In doing so, they attract new groups of visitors and disincentivize overtourism while attracting real estate investors to open hotels, restaurants and new accommodation.

The second, the *Smart Destination Special Award*, recognizes the destination which, in its promotional activities, most distinguished itself for an innovative and data-driven approach to Destination Management. This award will be presented by Almaxwave.

The third is the *VISA - Cashless Destination Special Award*, promoted in partnership with VISA. This will be given to the tourist destination that has excelled in the number of smart, cashless payments.

The same occasion will see the official presentation of the "**2023 All Italy Data**" Report, The Data Appeal Company's survey created to monitor the status and prospects of tourism in Italy using the "digital traces" left online by visitors.

Sponsored by Almaxviva, the Italy Digital Destination Award is produced in partnership with Alpitour, Best Western Hotels & Resorts Italia, H-Benchmark, Maggioli, Onde Alte and VISA.

The Data Appeal Company will in attendance at the three-day TTG Travel Experience at Booth 229 in Hall A4.

Journalists wishing to attend the awards presentation or obtain a copy of the **"2023 All Italy Data"** Report can refer to the contact details below.

The Data Appeal Company - Almawave Group profile

The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyzes all feedback posted online, combining it with geographic and contextual data. For companies - across all sectors - it leverages human experience to help them with business decision-making, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) was acquired in 2022 by Almawave Spa, a company listed on the Euronext Growth Milan market of the Italian Stock Exchange and belonging to the Al maviva Group. The company's mission is to democratize and simplify the use and understanding of data to help companies and institutions make effective and informed decisions.

www.datappeal.io

Almawave profile

Almawave S.p.A., an Al maviva Group company, is an Italian Artificial Intelligence and written and spoken natural language processing player. Almawave leverages cutting-edge proprietary technologies and applied services to deliver upon the potential of AI as enterprises and the public sector evolve digitally. An international focus is provided by Almawave do Brasil, Almawave USA. The Group has dedicated technology laboratories and over 400 professionals with significant expertise of enabling technologies and the main frameworks - Big Data, Data Science, Machine Learning, AI Architecture and Integration - in addition to broad business process knowledge. Almawave's technological asset base, conceived and built as a model of natural experience in the interaction between man and machine, can interpret text and voice in 40 languages, interacting in multi-channel mode, analysing data and information with a view to knowledge development and automation. The company has a customer base of over 300, with thousands of final users of its platforms. Two new companies were added to the Group scope: The Data Appeal Company, operating with an AI-based product in the world of location intelligence for the Tourism, Fintech and Retail and Sistemi Territoriali, offering decision support system solutions, Geo spacial analytics and Big Data expertise in the Utilities and Government sectors.

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